

UTAH OFFICE OF TOURISM BOARD MEETING AGENDA

**Friday, February 14th, 2020 – 10:00am to 12:00pm
Pack Home - This is the Place Heritage Park
2601 Sunnyside Avenue
Salt Lake City, UT 84108**

1. Welcome & Introductions: Lance Syrett, Chair - 10:00 am
2. Approval of Minutes: Lance Syrett - 10:10 am
3. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:15 am
4. Marketing Committee Report:
 - a. Action Item: Days of '47 Cowboy Games and Rodeo Report and Funding Request for \$150,000 - Tommy Joe Lucia, Director of Marketing, Days of '47 Cowboy Games and Rodeo - 10:25 am
 - b. Get More Mountain Time Advertising Campaign Update - Jonathan Smithgall, Media Buyer, Love Communications - 10:40 am
 - c. Winter in Southern Utah Advertising Campaign Update - Jonathan Smithgall - 10:45 am
 - d. #SheTravels Utah (Year of Women Travel) Update - Rosie Serago, Content Strategist - Utah Office of Tourism - 10:50 am
 - e. Responsible Visitation Messaging - Andrew Gillman, Creative and Content Manager, Utah Office of Tourism - 11:05 am
 - f. Tour of Utah Report and Funding Request for \$200,000 (To be voted on with FY 2021 Budget in future meeting) - Jenn Andrs, Executive Director, Tour of Utah - 11:20 am
5. Destination Development Update - Rachel Bremer, Global Markets & Destination Development Manager, Utah Office of Tourism - 11:35 am
6. UTIA Update: Kaitlin Eskelson, Executive Director, Utah Tourism Industry Association - 11:45 am
7. Announcements/Upcoming Events – Board and Public - 11:55 am

Meeting adjourned

The next board meeting will be held on Friday, April 10^h from 10:00am to 12:00 pm at a location to be determined in or near Beaver, UT. Note that a board meeting has not been scheduled for March due to the legislative session.

UTAH OFFICE OF TOURISM GOALS

1. Create Global Brand
2. Strengthen partnerships
3. Improve customer experience
4. Engage Utah leaders and citizens in our success
5. Use film as a billboard for our state